

WHAT IS CLAIMED IS:

- 1 1. A method for collecting and storing data regarding the viewing habits of a user
2 comprising the steps of:
 - 3 (a) storing user selections on a memory device;
 - 4 (b) transmitting user selections stored on the memory device over a network
5 for storage on a further memory device; and
 - 6 (c) creating a statistical data base based upon the user selections.
- 1 2. The method according to claim 1 wherein said memory device is a television, a
2 computer monitor, or a controller for a television or a computer.
- 1 3. The method according to claim 2 wherein said controller is a remote controller.
- 1 4. The method according to claim 3 wherein said controller is placed into a cradle
2 which optionally charges said controller, and which downloads stored information
3 for simultaneous or subsequent transmission to a collector of said information.
- 1 5. The method according to claim 1 wherein said data regarding said viewing habits
2 is specific to a given viewer or location of viewing.
- 1 6. The method according to claim 1 wherein said data regarding said viewing habits
2 is specific to the viewing habits of a viewer or group of viewers of television
3 program content.
- 1 7. The method according to claim 1 wherein said data regarding said viewing habits
2 is specific to the viewing habits of a viewer or group of viewers of content on the
3 INTERNET.

- 1 8. A television, computer or remote controller of a television, computer comprising
2 hardware and software for accurately measuring the time period and providing an
3 indication of the content of the material viewed .
- 1 9. An interactive system comprising a remote **101** to control a television or computer
2 **102** which contains software and hardware known to track stations or URL's as
3 the user selects different channels or sites on the world wide web, such that the
4 location and time spent at each location or channel is recorded for subsequent or
5 simultaneous transmission of the viewing data to a server system.
- 1 10. The system according to claim 9 wherein said data is directly transmitted by the
2 remote **101**, or wherein said data is downloaded to a cradle **103** for transmission
3 to a computer **104** for analysis of the data.
- 1 11. The system according to claim 10 wherein said computer **104** transmits the data
2 or analysis thereof to remote locations via the distributed global computer
3 network, the INTERNET **105** or via discrete private linkups over telephone lines,
4 wide area networks, local area networks or combinations thereof.
- 1 12. The system according to claim 11 wherein the remote **101** is rechargeable, and the
2 cradle **103** is adapted to recharge the remote.
- 1 13. The system according to claim 11 wherein said data is downloaded to the cradle
2 **103** for transmission to a computer **104**, or wherein the cradle signals the remote
3 **101** to transmit the data to a computer **104** via an infra-red receiver linked to the
4 computer, or via a wired connection.
- 1 14. The system according to claim 12 wherein the receiving computer **104** processes
2 the data into a defined format for direct review and/or transmits either the raw
3 data, the processed data, or both to a remote viewing data collection host
4 computer where the information may be further processed and analyzed as
5 needed.

- 1 15. The interactive system according to claim 9 comprising a memory which as each
2 button is depressed on a remote **201** is recorded into the memory of the remote
3 **201** for subsequent or simultaneous transmission of the viewing data to a server
4 system, wherein said data is directly and automatically transmitted by the remote
5 **201** to a computer **204** via an IR receiver, or wherein the viewer activates the
6 transmission of the data to the computer **204**.
- 1 16. The interactive system according to claim 15 wherein the computer **204** transmits
2 the data or analysis thereof to remote locations via the distributed global computer
3 network, i.e. the INTERNET **205** or via discrete private linkups over telephone
4 lines, wide area networks, local area networks or combinations thereof.
- 1 17. The system according to claim 16 wherein the receiving computer **204** processes
2 the data into a defined format for direct review and/or transmits either the raw
3 data, the processed data, or both to a remote viewing data collection host
4 computer where the information may be further processed and analyzed as
5 needed.
- 1 18. A remote controller for a television or a computer which comprises hardware and
2 software for recording channels or URLs and periods of time during which a
3 viewer of the television or computer views content at said channel or URL and
4 wherein said remote is adapted for transmission of the recorded data to a
5 computer system for analysis of said viewer data.
- 1 19. The remote according to claim 18 adapted for use in connection with a digital
2 video recorder.